

Mozart T-shirt up front

by MARY REARDON

Mustang Staff Writer
"Even cowboys need Mozart" is a popular bumper sticker along with the now famous Mozart T-shirt in San Luis Obispo.

Both promote the Mozart Festival that begins this weekend. According to Linda Marchenko, public relations director for the Mozart festival, the T-shirt sale has more than doubled compared to last year.

The seventh annual Mozart Festival will take place Aug. 2 through Aug. 7.

Having become quite popular over the years, the festival draws people from a wide area between Los Angeles and San Francisco. According to Marchenko, the Mozart T-shirt is being worn as far away as the east coast.

The T-shirt design, like the posters displayed in town, is the work of a past Poly Graphic Arts graduate, Mark Coudray now with Serigraphic Design. Designed seven years ago, this logo has been used every year. Each year the color theme changes. This year Mozart appears in blue on a beige background.

"Due to popular demand," Marchenko said, "we decided this year to design a silkscreen poster available to the public. We don't want to turn into a boutique, but feel the public interest in the Mozart culture is definitely growing. We need to meet this demand."

The committee receives no money for advertising. All promotion is done with the cooperation of volunteer advertising.

"We are trying a new aspect of advertising this year too, by displaying Mozart banners on the streets a week before the festival," said Marchenko.

These banners are made by a local artist Midge Upshaw. They will be saved for future Mozart Festivals.

According to Marchenko, too many travelers and towns people alike are unaware the event takes place. The banners should be a large factor in drawing attention to everyone passing through town.

Anyone interested in joining the T-shirt or poster craze may do so through the San Luis Obispo Mozart office, P. O. Box 311, San Luis Obispo, phone 543-4580. The T-shirts come in all sizes for men, women and children at \$5 each and are also available at Holzer's Attic in downtown San Luis Obispo. The silkscreen posters are available for \$10 through the San Luis Obispo Mozart office.

SUMMER MUSTANG

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'How to' for kind listening

by J.J. KRIETEMEYER
Mustang Staff Writer

A classical music concert can be as fun as a rock concert.

The only difference—not everything goes.

This advice comes from Clifton Swanson, Cal Poly music instructor who serves as musical director and conductor for the Mozart Festival.

There are some things, such as taking pictures and getting up in the middle of a piece, that are taboo at a recital. A pianist may be concentrating on a complicated piece when a flash goes off somewhere in the audience. Once the pianist's concentration is broken the piece may be ruined and make it difficult for the musician to regain composure and continue.

"An audience should be appreciative and considerate," Swanson said. "I don't think there is enough sensitivity of people for other people. When you see someone do something well it should inspire you to do well also."

A general rule in classical music concerts is no applauding between movements (as opposed to individual pieces). The conductor will turn to face the audience at the end of a selection and not at the end of the movement.

There are exceptions. If a movement was so good that an audience feels compelled to applaud, their appreciation is welcome.

"The word 'festival' implies, by nature, an uplifting experience—a good time. The atmosphere should not be stiff. Everyone should be having a grand time—there is nothing wrong with applauding if it seems right," Swanson said.

Whistling is considered an insult in international art. There are Italian phrases popularly used in concertizing. Bravo means fine, while bravismo means very fine. However, these terms apply only to men. Brava is the feminine form. But since this is America it is best to stick with English when shouting praise.

Standing ovations occur when you are so overwhelmed that you jump to your feet. In a true standing ovation the entire audience does this at once without thinking.

(continued on page 2)

Photo by Mary Reardon



Mozart Festival sings of healthy seven year growth

by DOROTHY NEWELL
Special to Summer Mustang

The first Mozart Festival took place in the summer of 1971, the brainchild of a number of music-lovers in San Luis Obispo who felt this town would be the perfect place for a summer concert.

Professionals thought so too, and guest artists were anxious to play.

Festival Administrator Anne Brown said: "Some musicians had come as soloists to Cal Poly. Our conductor Cliff Swanson and they were talking about what a nice place this would be for a festival."

When the first Mozart Festival got off the ground, Cal Poly was asked for financial support. In return, the university co-sponsored one concert in the week's agenda. It has since been the Wednesday night concert Cal Poly traditionally co-sponsors.

Swanson, music instructor at Poly, is director and conductor of the festival, which includes twelve concerts, choral and

orchestral. They will be performed at the Cal Poly Theatre and at the Old Mission in town during the week long festival. There are also performances in Cambria.

The festival is run by the Mozart Festival Association, a non-profit organization of San Luis Obispo residents. It is not connected with either Cal Poly or the San Luis Obispo County Symphony.

Costs of the festival are covered through governmental grants and various fund raisers such as their wine tasting parties, recitals, special showings of movies (Rubinstein's "Love of Life," and "The Magic Flute") and donations.

Professional musicians take advantage of the lull in recording over the summer to take part in this and other festivals. Participants come from all over the state.

There is a tremendous return of artists," Swanson said. "They are housed with people in the community and many stay with the same host each year. They've developed great friendships, so it becomes easier and easier each year to set up

housing for the eighty artists that come."

Clinics are being held at the Humanities Forum of Cuesta College for local musicians who wish to learn more about their art from the pros. Visiting musicians will play for students and help individual students if asked.

Clinics will be free of charge, open to anyone. On Monday August 1, a class in stringed instruments will be held at 1 p.m. At 3 p.m. there will be a class in woodwinds and on Tuesday at 2 p.m. there will be a clinic for brass and percussion instruments.

"The festival is highly professional," Swanson said. "It's community sponsored, but it's competitive with any musical program on the West Coast. Our goal is to keep it a week, but it will be a very, very rich, intense week of music. There will be all kinds of music in different settings."

Tickets range in price from \$1 to \$7 for preferred and general seating. Tickets are available at the ASI Ticket Office, Brown Music and Premier Music. For information, call the festival office at 543-4580.

Reflections on the sounds of a festival in the making

Someone slipped us the word last week that John Russell of the Mozart Festival Singers was offering a crash course on music appreciation

designed to sophisticate the layperson's untrained ear for the upcoming festival. The crash course proved to be a bit too technical, but

during their practice session last Monday night, Russell and the Singers provided some dramatic, if unintended, lessons on what goes into singing Mozart.

Leading the 18 member local contingent of the Mozart Festival Singers (the remaining 12 members are traveling professionals who have not yet joined the group), Russell took his people through a 90 minute rehearsal of Mozart's "Vespers," a series of religious psalms.

To even an inexperienced listener, the performance seemed flawless, capturing Mozart and the senses in a unique and delicious musical experience.

But Russell frequently interrupted his singers, prodding them to perfection.

On timing: "Don't be hesitant. Jump in there. We have no room for followers here. We all have to be leaders and some of you are coming in a little late."

On pronunciation: "I want those r's rolled more. And you basses make sure I can



John Russell conducts Festival Singers (Photo by Richard Reece)

hear your consonants; I want them sharp; basses have to have nice clear consonants. And altoes, take the diphthong out of 'loud.' I don't want to hear an 'ow' in there."

On pitch: "Pitch comes before anything else. We need more than just a bunch of nice voices. You can have the nicest voices in the world, and they won't be worth anything if you're off pitch. During a silence, the foremost thing on your mind should be the right pitch of the next note."

Most of the 90 minutes went this way. Just as the singers

appeared on the verge of soaring off into unrestrained ecstasy, Russell would stop them to correct something or to make a note

could not reach a particular pitch, Russell commented that they were "splattering 15 different notes" and actually rearranged their seating until he got the sound he wanted.

But after completing the painstaking start-and-stop journey through "Vespers," Russell brought his singers to their feet and allowed them to sing the piece in its entirety. Born from toil and talent, their stirring rendition of a magnificent writer's work was proof that you don't need a crash course on music to appreciate the beauty of Mozart.

Commentary by
Richard Price

on where they could catch a breath or to spend extra time smoothing over a rough spot.

Once, when the tenors



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More on manners

(continued from page 1)

Since the Mozart Festival originated, in 1971, it has attracted music lovers from all over the state. According to Swanson the audience has been extremely knowledgeable about music.

If you are worried about what to do and when to do—go anyway. The Mozart festival, which opens next week, is the perfect chance for the inexperienced to become acquainted with classical music. You'll be surrounded by people who can ease you into the do's and don'ts of concert going. Just remember common sense and consideration and you will, indeed, have a "grand" time.

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News Briefs

Entrance exam scores and grade point averages will be more important when Poly admits freshmen students for the 1978-79 academic year, state legislators decided recently.

In the past, high school seniors have been selected randomly in a lottery system, rather than by their grades and entrance exam scores.

The new admission system goes into effect this fall, when prospective students send in applications for the 1978-79 academic year.

Replacement of 1,500 wooden bleacher seats with 5,200 steel bleacher seats in Mustang Stadium has come a step closer to realization.

The Board of Trustees for California State University and Colleges approved schematic drawings for the renovation July 12. Preliminary plans will now be drawn up.

Project coordinator Bob Brown said plans are for construction completion in time for the 1978 football season. He said \$200,000 has been raised for the project, with another \$200,000 needed in the next four months to continue renovation plans.

Poly faculty member Howard C. Brown, former head of the Ornamental Horticulture department and now Dean of Agriculture and Natural Resources has been honored as an outstanding horticulture instructor.

Brown received the L. C. Chadwick Award from the American Association of Nurserymen during its recent convention. The Poly graduate, who has been on the faculty staff here since 1946, is credited with building the OH department from about 50 student majors to over 700.

Scholarship hopefuls have a chance for \$450 if they have worked for the Bonita or Betteravia Farms in Santa Maria, or if they have a parent or guardian who has been employed at either farm.

The scholarships, established by farm owner Milo Ferini, will be awarded to a freshman, sophomore, junior, senior and graduate student. They may be renewed annually.

Students interested in applying for the scholarships should contact the Financial Aid Office.

Wayne Shaw, Poly sports information director, has been named to the National Collegiate Athletic Association (NCAA) Public Relations Committee.

Shaw, who is beginning his eleventh year as director, will complete a recently vacated term. His position as NCAA Division I representative expires Sept. 1, 1978.

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Festival Schedule

TUESDAY—Aug. 2
Viola Recital
 Milton Thomas
 M. Marais, Four Old French Dances
 J.S. Bach, Three selections from suite No. 4 in E flat
 B. Britten, Lachrymae, Op. 48
 L. van Beethoven, Variations on "The Magic Flute"
 R. Schumann, Marchenbilder, Op. 113
 Cal Poly Theatre, 8:15 p.m.
WEDNESDAY—Aug. 3
Orchestra Concert
 co-sponsored by Cal Poly ASI
 W.A. Mozart, Overture, "The Marriage of Figaro," K.492
 W.A. Mozart, Symphony No. 9 in C major, K.73
 W.A. Mozart, Clarinet Concerto, K.622 (James Kanter soloist)
 W.A. Mozart, Symphony No. 36 in C major, "Linx", K.425
 Cal Poly Theatre, 8:15 p.m.
Opera Concertante
 W.A. Mozart, Quartet in D major, K.499 (Oakland Quartet)
 W.A. Mozart, "Das Bandel" (The Ribbon) K.441
 W.A. Mozart, "Bastien et Bastienne," K.50
 Donald Pippin, Harpsichord-Plano Soloist
 Veterans Memorial Building, Cambria, 8:15 p.m.
THURSDAY—Aug. 4
Konert fur Anfänger (Ear-Opener Concert)
 For the inexperienced listener of all ages, a varied program with unique works and special insight into Mozart.
 Cal Poly Theatre, 3 p.m.
Recital by the Opera Concertante
 W.A. Mozart, Piano Concerto in A major, K.414
 W.A. Mozart, "Das Bandel" (The Ribbon), K.441
 W.A. Mozart, "Bastien et Bastienne," K.50
 Donald Pippin, Harpsichord-Plano Soloist
 Cal Poly Theatre, 8:15 p.m.
FRIDAY—Aug. 5
Afternoon Recital
 W.A. Mozart, Quartet for Oboe, K.370
 J. Brahms, Sonata in D minor, Op. 108
 W.A. Mozart, Divertimento

in E flat, K.363.
 Cal Poly Theatre, 3 p.m.
Piano Recital
 Eugene Fridonoff
 W.A. Mozart, Piano Sonata in G major, K.283
 Ludwig van Beethoven, Piano Sonata No. 21 in C major ("Waldstein")
 J. Brahms, Variations on a Theme of Paganini, Book II
 A. Berg, Sonata for Piano Op. 1
 Cal Poly Theatre 8:15 p.m.
Mission Concert
 W.A. Mozart, Symphony No. 31 in D major, "Paris," K.297
 A. Vivaldi, Gloria
 W.A. Mozart, Vesperae solennes de confessorum, K.339
 Mission San Luis Obispo de Tolosa, 8:15 p.m.
SATURDAY—Aug. 6
Afternoon Recital
 W.A. Mozart Serenade in B-flat major for 13 winds, K.361

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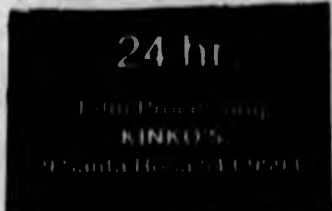
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SUNDAY—Aug. 7
Orchestra Concert
 L. van Beethoven, Sym. No. 8 in F major, Op. 93
 B. Britten, Serenade for Toner, Horn and Strings
 W.A. Mozart, Piano Concerto No. 23 in A major, K.488
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Wednesday Cambria—\$4.00 all seats
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 Friday Afternoon—\$4.50 preferred, \$3.50 general
 Friday Recital—\$4.50 preferred, \$3.50 general

Friday Mission—\$7.00 preferred, \$4.50 general
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